businesscatalyst
An Adobe company

Going Live Tutorial

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Going Live with Your Online Business

When your site is looking hot and you're ready to rock, you'll want to take your site out of trial mode and make it live. Taking a site live means a few things:

You're ready to pay for your site.

You're ready to buy a domain name (www.mybusiness.com) and allow people to access your site by typing that address into their web browser.

OR you've got a domain name that currently goes to your old site, and you want to switch it over to your brand-spanking-new online business.

Who is this for?

This guide is for anyone who's ready to take their site live and show it off to the world! Some sections can be skipped by those with more advanced knowledge - these sections will be marked accordingly.

Let's Get Started

Domain names, IP addresses and DNS

If you already know what a domain name is, what an IP address is and how DNS works, you can skip this section.

Before we get stuck into the nitty gritty, there's some concepts and words you'll need to know and understand. It's not hard or difficult though - we'll be ready to get to the exciting bit in a jiffy.

What is a domain name?

Yahoo.com is a domain name. So is google.com, cnn.com and so on. Domain names are those addresses you type in the address bar of your web browser, so for you your domain name will be something like awesomebusiness.com. By the way, domain names are always in lower case.

What's an IP address?

Well, IP addresses are Internet Protocol (IP) addresses. They're addresses to a computer somewhere on the internet - when you're online, your computer has an IP address, and so does every website you visit. IP addresses look like this 123.123.123.123 - a little like a phone number, but the dots are needed.

So what on earth is DNS?

Domain Name System (DNS) is a database system that translates a computer's fully qualified domain name into an IP address.

Networked computers use IP addresses to locate and connect to each other, but IP addresses can be difficult for people to remember. For example, on the Internet, it's much easier to remember and use a browser to type a domain name such as www.amazon.com than it is to remember and type its corresponding IP address (207.171.166.48).

Anyway some clever boffins created DNS so that you CAN ask your computer to look up google.com, and it will find you 64.233.187.99. That's right - DNS translates domain names that people understand into IP addresses that computers understand.

DNS is a marvellous invention, because it means that if you want to visit a website or chat to someone online, you don't need to remember the IP address. Just remember google.com and you're set to go.

One more thing: one phrase we're going to use quite often is "somesuch-domain points to so-and-so IP address." This is just saying that your computers will associate some domain name to some IP address - for example "google.com points to 64.233.187.99". Got it? Great. Moving on...

Some advanced terminology

You can skip this for now if you're in a rush. Just remember this section is here if you find some weird terminology that you don't get.

So we know that a **Domain** is your human readable name like "google.com" or "mycompany.com".

A **Subdomain** is a subsection of your domain name that you can point to a different IP address if you like. Believe it or not, the famous "www" is actually a subdomain - www.google.com is a subdomain of the domain google.com. news.google.com is a subdomain of google.com too.

A **DNS A-Record** is a record inside a DNS server that links a domain name to an IP address. It's a big part of what makes DNS actually work. For example, the A-Record for google.com might look like this:

google.com = 64.233.187.99

A **C-Name** is like an "aka" (also-known-as, we love acronyms hooray) for your A-Record. So a C-Name allows you to point a different domain name or a sub domain to the same IP address as your A-Record. Often, www.somesillydomain.com is set up as a C-Name for some sillydomain.com.

You'd say it out-loud like this: "somesillydomain.com, aka www.somesilly.com". So you can imagine a C-Name would look like this: www.google.com = google.com.

This is helpful because if google.com changes their IP address later, you won't need to update all the other C-Names to reflect the change.

A **Name Server** is a computer that does a DNS "lookup", which is basically translating a domain name to an IP address. Name servers are our friends - they make DNS work.

A **(Domain Name) Registrar** is a place that gives out domain names.

An **NS-Record** is a name server record. Name server records are really important because they're the ones that tell the computers where to look for all the A-Records and C-Names - they point to a name server that's responsible for a domain. For example, google.com has one of their name servers at ns1.google.com. ns1.google.com stores all the A-Records and C-Names for google.com.

Going Live Step by Step

1. Getting a domain name

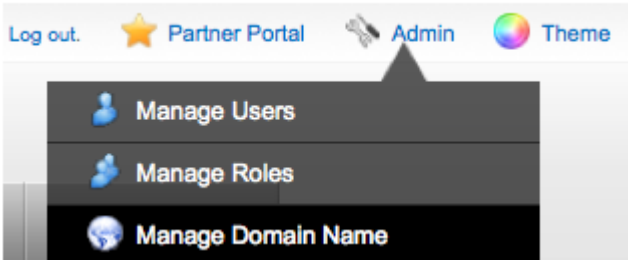
If you haven't bought a domain name yet, buy one. It should be something easy to remember, preferably your business name. There are a large number of domain name registrars out there if you search for them. If you've already got one from a previous site, no problems.

2. Setting up your domain name & its email settings

2a. Adding your domain to the system

After upgrading your site, the next step involves using the Admin Console to set your domain name within the system. Follow these steps:

1. In the Admin Console, choose Admin > Manage Domain Name.



2. In the right sidebar, choose Set up a domain name.

3. The Add a New Domain window appears. Enter the following information as described below:

- In the Domain Name field, enter the domain name that you've registered without the www, such as: domain.com

- In the Start Page menu, select the home page (often index.htm or index.html) that will load first when the user visits the site.

- In the Country menu, select the country where you are located, such as United States.
- In the Culture menu, select the language and location for your site, such as English (United States).

In most cases, you'll use the default setting in the DNS service section, to select the option "I will redelegate my domain and use this service to host it."

Note: If you'd prefer to use an external DNS service, check the second radio button, to select the option: I will be using an external DNS server. See the article titled Using an external DNS service for domain names to learn more about this option.

In most cases, you'll use the default setting in the Email Settings section, to select the option "I will use this service for email."

Note: You must use the Business Catalyst service to host the DNS in order to use the Business Catalyst email service.

Unless you are setting up a group of domain names, keep the checkbox selected next to the option "Use this domain as the default."

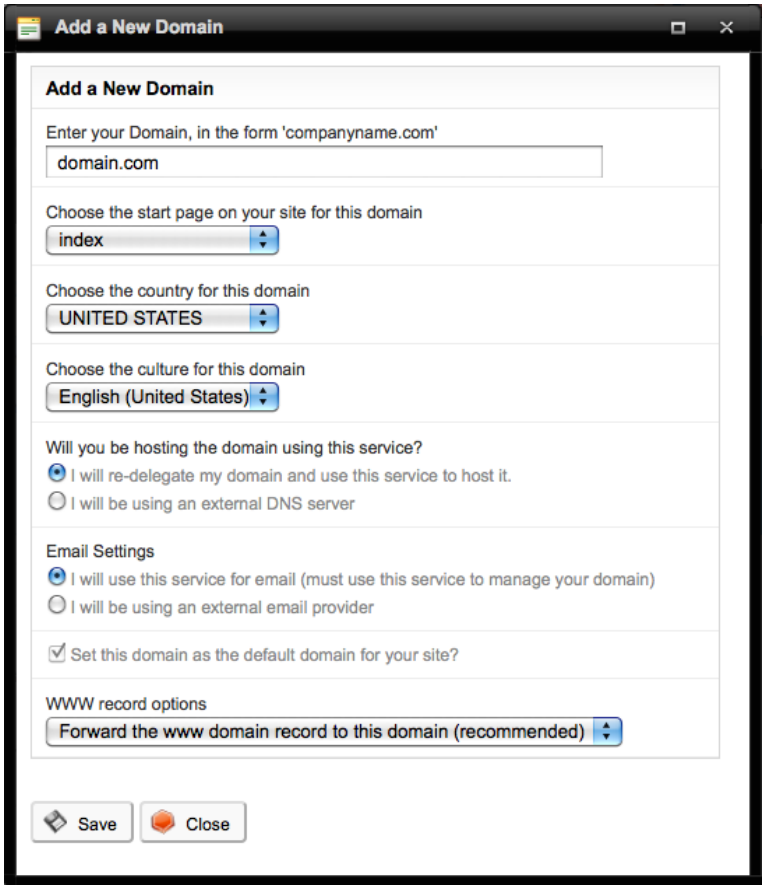
This option is enabled by default and cannot be changed unless you have set up multiple domains.

In the WWW record options menu, leave the default setting, "Forward the www domain record to this domain."

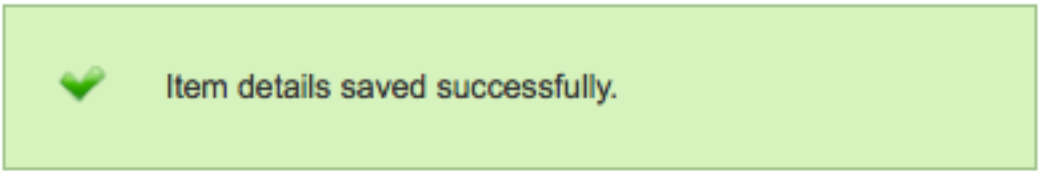
In almost all situations, you'll want to use this setting, unless you are planning on creating a separate A-Record for the domain, or if you do not want to create a www record for this domain.

See the section below titled Setting up a Hostname (A-Record) for DNS for more information.

When you are finished, the form will look similar to this:


Add a New Domain
Add a New Domain
Enter your Domain, in the form 'companyname.com'
domain.com
Choose the start page on your site for this domain
index
Choose the country for this domain
UNITED STATES
Choose the culture for this domain
English (United States)
Will you be hosting the domain using this service?
I will re-delegate my domain and use this service to host it.
I will be using an external DNS server
Email Settings
I will use this service for email (must use this service to manage your domain)
I will be using an external email provider
Set this domain as the default domain for your site?
WWW record options
Forward the www domain record to this domain (recommended)
Save
Close

4. Click Save to save the changes. The green alert message indicates that the details have been saved successfully.



5. Click Close to close the Add a New Domain window.

2b. Email settings for your domain

As mentioned above, to use our service for mail, simply select “I will use this service for email” and you’re set. There’ll be more on setting up email later.

If you're an advanced user and you'd like to use another service for your email, in the above settings simply choose the second option to "I will be using an external email provider."

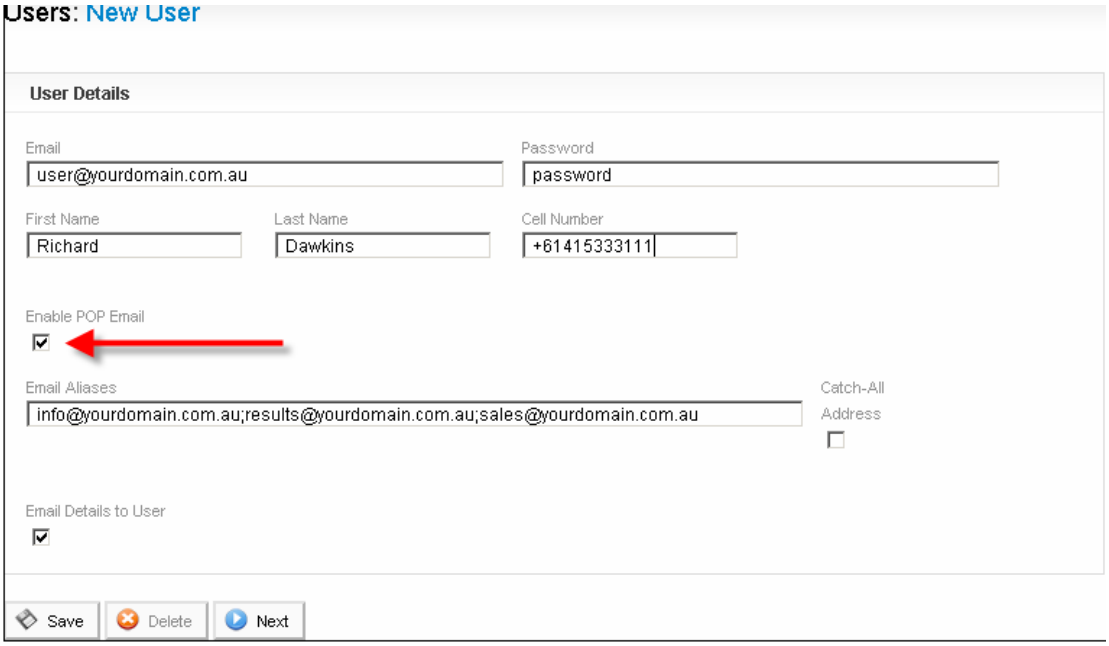
3. Setting up email

Skip this step if you're not using this service for email.

3a. Creating mailboxes

In this system, users and mailboxes are the same thing - one user is one mailbox, and the email address you use to log in to the system and so on becomes the email address you receive mail on.

So to set up an email mailbox for brett@awesomebusiness.com, we go to Admin->Manage Users, create a user (or change our existing username) with the user name brett@awesomebusiness.com, then check the box that says Enable POP Email. This will create a mailbox for brett@awesomebusiness.com.



3b. Creating aliases

Sometimes you'll want to receive emails on other addresses, but you don't want to create more users. That's what aliases are for - so you can have secondary email addresses like "sales@

awesomebusiness.com" or "info@awesomebusiness.com". Enter these in the "Email Aliases" box, separate the aliases with semicolons.

4. Pointing your domain to us

Upon purchasing a domain, the registrar will provide you with a user name and password to access their online redelegation tools. Log in to their site and locate the area that enables you to change the DNS settings for your domain.

This area usually contains two fields that allow you to enter the Domain Name Server (DNS) information, which controls the routing of your domain to the servers where they are hosted. Assign the following DNS information:

- ns1.worldsecuresystems.com (54.236.190.129) - primary DNS server
- ns2.worldsecuresystems.com (54.246.209.121) - secondary DNS server
- ns3.worldsecuresystems.com (54.252.148.151)

After submitting this information online, you may need to wait for the changes to propagate before the domain name update become effective. Once the domain name has been redelegated to new name servers, it can take up to a maximum of 7 days for this new domain information to update on all relevant DNS servers throughout the world. Usually, this process happens much faster; often, a visitor that enters your domain will be able to access your hosted site within 24-48 hours.

Note: You must redelegate your domain name using the DNS service provided by Business Catalyst in order to use the system's email service.

If you do not want to redelegate your domain name to Business Catalyst and prefer to use an external DNS service instead, please see the section below titled For advanced users: using an external DNS service to learn more about that process.

To review your domain name and check if it has been redelegated properly (and see where it is pointing), you can use an online service such as DNS Stuff. Watch their video tutorial to learn more about interpreting the lookup results.

5. Setting up your email client

Skip this if you are not using this service for email.

Firstly you can access your web mail from the web admin interface under **Home->Web Mail**.

Here's the setting you need to configure your email client to send and receive email, using the same example domain as the above steps - naturally you'll need to replace this with your own domain name!

Email client account setting

Use the exact same information you use to login to the system:

- Username: myaccount@awesomebusiness.com. This is your FULL email address.
- Password: Your password to log in to your web admin.
- Server Information: POP3 (for receiving mail): mail.awesomebusiness.com
- SMTP (for sending mail): mail.awesomebusiness.com

Authentication: Your outgoing mail server (SMTP) requires authentication. This is often an extra setting, found in the advanced options or when configuring sending email. Without this set up, you will be able to receive mail, but not send. This topic is covered in more detail here: http://kb.worldsecuresystems.com/000/bc_8.html

For advanced users: using an external DNS service

If you want to use external DNS service for your domain name, you need to create A-records for www and non-www versions of your domain name and point them to our IP address.

A-record is an entry in your DNS table (zone file) that maps each domain name (e.g. you.com) or subdomain (e.g. abc.you.com) to an IP Address. In other words, the A record specifies the IP address to which the user would be sent for each domain name. For example, you can have abc.you.com point to one IP address, and xyz.you.com point to a different IP address.

To create an A-record, you'll need to have you ask your domain name registrar (or your separate external DNS provider) to add these to your name servers. Your registrar — the company that's responsible for your domain records — remains unchanged, and you'll continue paying renewal fees to that provider.

In most cases you will get login details from your registrar that will allow you to administer your domain name.

If you are using external DNS and mail servers you will need to create an A-record that points to our IP address. Our IP addresses (for the relevant data centres) are:

- 54.252.148.183 or 54.252.148.191 for sites on the Australia data center
- 54.236.190.114 or 54.236.189.64 for sites on the United States data center
- 54.246.209.120 or 54.246.209.119 for sites on the European Union data center

Once you've done that, you need to setup their Mail Exchanger record MX record that points to the appropriate mail server's IP address.

Email can not be hosted on the system if the domain is using external DNS. (If you want to use our email service, you will need to perform DNS redelegation)

To check if you have setup your domain properly, you can use a service such as DNS Stuff that will help you understand the results of a domain name lookup.